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WE CAN PUT

MONEY

IN YOUR

POCKET

WITH
DISEASE FREE



**ROOTED
CARNATION
CUTTINGS**

Fall 1957

IMMEDIATE DELIVERY ON ALL VARIETIES
OR AT ANY LATER DATE

Sim Carnation Company

Growers and Breeders of Fine Carnations

Ned and Jack Cerasuolo, Prop.

47 MORTON AVENUE

SAUGUS, MASS.

FOR LESS COST AND FUSS LEAVE THE ROOTING TO US

If you grow carnations, you use cuttings. If you use cuttings, we can save you money in several ways.

Did you ever wish that you didn't have to bother with rooting cuttings? Haven't you wished that you could devote your time and space to flowering and selling your crop and attending to the numerous duties around the greenhouses without having to bother with selecting and preparing cuttings, devoting space to their rooting, and then gambling on whether they will root properly? Haven't you often wished that you could buy cuttings at a price low enough so that you could afford to let someone else have the propagating headaches, and that you could get top grade cuttings all rooted, guaranteed and ready to bench?

Well, you can now! Our facilities enable us to propagate carnation cuttings in large quantities. If you are in the market for 5000 or more cuttings, we will be glad to quote you a special price, but even if you are not in the market for a large quantity, your order will be just as welcome, and our very attractive prices will save YOU money, too. An order of 100 cuttings receives just as careful attention as an order of 10,000.

We PUT MONEY IN YOUR POCKET because you don't have to gamble with the quality of the stock we ship you. Our many years of experience, and our "know-how" enable us to ship the finest cuttings you can buy anywhere. The name SIM is known and respected wherever carnations are grown.

YOU DON'T HAVE TO TAKE A CHANCE WHEN SIM ROOTS YOUR PLANTS

The greater part of our completely replanted range comprising 46,000 square feet under glass is devoted to mother block plants which furnish a large volume of big, meaty, uniform cuttings of high quality. The plants are cultured and kept clean and vigorous. The cuttings are selected with the utmost care both before being rooted in sterilized perlite and when they are lifted from the propagating benches. Only the finest and strongest rooted cuttings are shipped, and only those that have proved to be of commercial value are offered for sale.

Since the management of this firm changed hands recently, many physical improvements have been made which enable us to root and handle more cuttings more efficiently, and to ship them quicker and in better condition than ever before. This is made possible by the most modern equipment and approved growing methods, and the skill of highly trained growers who have made the name of SIM synonymous with fine carnations throughout the world.

All of this means **MONEY IN YOUR POCKET**, because it means you will receive the very best of cuttings . . . clean, strong and well rooted . . . and you will get them when you want them at prices you can afford. There will be no upsets in planting schedules because of delays. Our greenhouses are inspected regularly by department of agriculture inspectors, and we guarantee every cutting we ship you.

SATISFACTION and SAVINGS. That puts **MONEY IN YOUR POCKET** when you buy rooted cuttings from SIM.

**SPECIAL PRICES QUOTED ON ORDERS
EXCEEDING 5000 CUTTINGS.**

